

[Previous](#) | [Next](#)

The search for the most ingenious student inventions has begun with the launch of the 2010 James Dyson Award.

In previous years, the international student design competition has inspired problem-solving inventions including guide dogs GPS, flat-folding plugs, and a paper cast that can be used in disaster relief.

The award, run by the James Dyson Foundation, celebrates student designers and works to inspire the next generation of engineers.

The competition vets design students across the globe for a grand prize of over \$15,000, and another \$15,000 for the student's university department.

Entries are accepted through July 1, 2010.

The award is James Dyson's call to action to motivate and educate students about design engineering.

"Making things is not about grime and grease, but solving real life problems," said Dyson.

"Now is the time to commit to design and engineering, and to the generations that will define our future."

A nominee from each participating country - decided in August - will be invited to Dyson laboratories to participate in a workshop run by Dyson engineers.

The esteemed panel of judges includes design journalist, Allison Arieff, and Professor of Innovation and Design at Parsons the New School for Design, Bruce Nussbaum.

James Dyson will announce the global winner on October 5, 2010.

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 [Previous](#) | [Next](#)

 [Back to top](#)